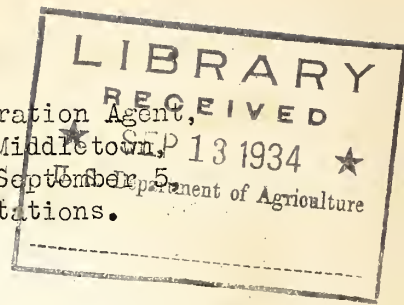


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An interview between Miss Helen Pearson, Home Demonstration Agent, Frederick, Maryland, and Mrs. Maurice Coblentz, farm woman, Middletown, Maryland, delivered in the Home Demonstration radio program September 5, 1934, and broadcast by a network of 50 associate NBC radio stations.



PEARSON:

Good afternoon friends in this radio audience.

I would like to present to you today one of our Maryland farm homemakers who has been very successful in solving one of the chief problems of farm families in the past few years. First, let me present Mrs. Maurice Coblentz of Route 3, Middletown, Maryland.

COBLENTZ:

I'm delighted to have this opportunity of answering the questions that Miss Pearson may ask about our family's methods of meeting present-day problems of the farm home.

PEARSON:

Well, Mrs. Coblentz, I'm sure a great many women in this audience will get some practical pointers from the answers that you're prepared to give about your experience in solving this big problem of the farm family today. By the way, I guess I haven't mentioned the problem yet! It's the problem of realizing the most from the surplus products of the farm garden and dairy and poultry flock. Here in the East, and on most farms of the Middle-West and South, there are various surplus products of this sort which bring some extra money, badly needed money, too, to the family. Isn't that true of your neighborhood, Mrs. Coblentz?

COBLENTZ:

Yes, Miss Pearson, it certainly is. Our family and all the neighboring families have more of various things than the family uses. We try to turn that surplus of butter, chickens, eggs, garden produce, milk, and meat into money.

PEARSON:

Well, how do you market this surplus?

COBLENTZ:

At first, I found that I could sell chickens, eggs, sausage, and vegetables weekly through friends in nearby towns, which made me realize that city people appreciated a fresh product when they got it. This led me to believe that an organized market would not only enable me to sell more products but to derive a better price for them.

PEARSON:

Was this just a dream, or did you really try to do something about it? I have heard of several farm women's marketing organizations and have wondered

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how successful they were in helping to dispose of surplus farm products.

COBLENTZ:

No, Miss Pearson, this was not a dream only. A few interested women came together and discussed the possibility of a Farm Women's Market. Finally, we decided to call a public meeting of farm women to see if enough would be interested in the project. Before we knew it our plans developed to such an extent that our market was established with twenty sellers.

PEARSON:

Well, Mrs. Coblentz, that certainly is interesting. I know you have found your market a more satisfactory means of disposing of surplus farm products.

COBLENTZ:

Yes, Miss Pearson, I have. But more than that I have discovered that the usual farm produce, such as butter, eggs, and milk which have been bringing exceptionally low prices can be made into saleable products which bring in more money. In other words, you can sell your work as well as your products. Do you think that other farm women would be interested in knowing how I have done this?

PEARSON:

Mrs. Coblentz, I haven't a doubt but what many farm women would appreciate knowing of your experiences. Just how have you been able to get a better price for these products?

COBLENTZ:

Well, here's one way. People always like good homemade cake. So I am turning my surplus of butter, eggs, and milk into good standard cakes, which I have no trouble in selling, and in this way I receive about twice as much for the butter, eggs, and milk than I would if I sold them without making them into cakes.

PEARSON:

Yes, I can see that that would probably be true, but the prices of eggs and butter do not always remain the same. How do you allow for that?

COBLENTZ:

I have found that by varying the kinds and shapes and sizes of cakes I can take care of the fluctuation in prices at certain seasons. I'll admit that it takes a lot of careful figuring, and, by the way, that in my mind is the only way any woman can really add to the family income through marketing.

PEARSON:

Mrs. Coblentz, I am particularly interested in your use of surplus milk,

but surely one cannot use large quantities in cake making. What about your surplus milk?

COBLENTZ:

I live on a dairy farm and the amount of our surplus milk is small. Though we try to keep this down as low as possible, there are times when we do have some surplus. In addition to what I use in making cakes, which I admit is small, I make some into cottage cheese, if it is not sold otherwise, for I do not think it is practical to make cheese from milk that can be sold as basic milk.

PEARSON:

Mrs. Coblentz you spoke a while ago of having a surplus of chickens. How do you market them?

COBLENTZ:

I have sold some live weight, but I find it more profitable to sell them dressed. I try to improve the quality of my chickens by raising them quickly.

PEARSON:

What about your last year's chickens? Do they sell profitably, as baking or stewing chickens?

COBLENTZ:

Yes, Miss Pearson, but there is where my marketing experience has been valuable. By making products, such as chicken loaf, chicken salad, and noodle soup, I can get practically twice as much from a chicken as I could if I sold it dressed.

PEARSON:

By the way, Mrs. Coblentz, do you market surplus meat?

COBLENTZ:

Yes, usually in the form of sausage, for there is always a sale for good fresh country sausage.

PEARSON:

You have told me so many ways of successful marketing surplus by adding your labor and making it into a product ready to consume, that I am curious to know what you might do with vegetables, Mrs. Coblentz.

COBLENTZ:

Well, I'll tell you one thing that I do that you may not believe. We have always had an abundant crop of lima beans, and even this year in spite of drought conditions I expect a fairly good one. Since I preserve most of these beans by drying I have many that could be sold. But instead



of selling just the dried beans, I cook them and can get three times as much for them. This is the only vegetable that I have experimented with so far, and the others I sell in the green stage.

PEARSON:

Do you have much surplus in vegetables?

COBLENTZ:

Oh, Yes, and I have more than doubled my sale of vegetables in the past two years, and these have been sold through all available marketing channels. While we are talking of vegetables, I wonder if you realize how many things there may be around the farm that are saleable that you do not discover until you become market-minded. Would you like to have me tell you of one thing that I found which made me think there are others?

PEARSON:

Why, yes, Mrs. Coblentz, please tell me about it and I know other farm women will be interested too.

COBLENTZ:

Well, I have always had a small parsley bed about one foot by two feet and before I started marketing on a large scale, I tried to sell some bunches here and there. In three months, I discovered that I had made two dollars and fifty cents for something that would have gone to waste, and since selling in a market I have more than doubled my sales of this one small product.

PEARSON:

That's fine Mrs. Coblentz and together with all the rest that you have told us, it shows that you can add to the family income by marketing the surplus farm products and your own work if you go about it in a business like manner.

COBLENTZ:

Yes, Miss Pearson, that is an important thing but more than that, we must never let our standards fall, for the whole secret of successful marketing is a satisfied customer.